



## Helmet Visors with Transitions Technology

By: Shelly Horan **Another GREAT Christmas Gift Idea for Bikers**

**M**ost of us have seen the Transitions' lenses commercials for eyeglasses. They show all kinds of men and women going from inside to outside to inside again – without changing their eyewear. The glasses automatically transition from regular glasses to sunglasses without doing a thing. When I took my son to Disney World a few years ago, I bought a pair so I didn't have to worry about changing glasses as the sun changed position in the sky and as we went in and out of the various theaters, restaurants and shops. One pair of glasses for the day and I was set!

Now SHIELD Tech (<http://shieldtechllc.com/>) and Transitions Optical (<http://en-us.transitions.com>) have partnered to create the first face shields and visors for the motorcycle industry using this photochromic technology... just in time for Christmas. Because light conditions can change quickly, motorcyclists face the problem of having to carry two visors when riding... or not deal with visors at all. Additionally, there are light conditions where neither a clear visor nor a darkly-tinted visor is ideal. The SHIELD Tech Transitions SOLFX™ visor was created to address these issues. These visors quickly and seamlessly adjust their level of darkness in changing light to minimize glare and provide better contrast on the road. The visors are virtually clear in low light and at night, and – depending on the amount and intensity of sunlight – quickly and automatically darken, becoming as dark as sunglasses.

"There have been other photochromic visors but none using the advanced technology from Transitions Optical," said Kerry Harris, president and CEO, SHIELD Tech, LLC. "Vision is critical when riding a motorcycle. The SHIELD Tech Transitions SOLFX visors enhance visual performance to take the riding experience to the ultimate level. Riders can now hit the open road and track without worrying about compromised vision or fumbling with multiple shields due to



changing light conditions."

Previous photochromic products for the motorcycle industry did not use the same technology as the SHIELD Tech Transitions SOLFX visor. The proprietary technology from Transitions Optical addresses all the critical performance factors including clarity, activation and fade back speed, darkness, consistency of color, resistance to fatigue, and performance stability in all temperatures.

"Motorcycle riding presents unique visual demands, including changing light and weather conditions, and travel through wooded areas and open fields, often without the ability to conveniently stop and change eyewear," said

Grady Lenski, director, Transitions Sunwear. "Recognizing these challenges, Transitions and SHIELD Tech designed a visor that darkens and fades back quickly to provide convenience, comfort and style to motorcycle enthusiasts."

The visors fits a variety of popular helmet brands and is currently available exclusively through SHIELD Tech LLC. They are working on getting the visors into stores, but for now, they are available via phone order. Just call SHIELD TECH's order desk at 210.680.0724. Tell them you found out about this wonderful product from Thunder Roads Texas Motorcycle Magazine!

